

REMARKS

Claims 9-22 are pending in this application. Applicants have canceled claims 1-8, without prejudice. Applicants have added claims 9-22 to more particularly point out and distinctly claim various aspects of Applicants' invention. Support for the newly added claims are provided throughout the specification. No new matter is added. Further examination and review of the newly added claims in view of the remarks below are respectfully requested.

In the Office Action mailed on March 25, 2004 (Paper No. 6), the Examiner rejected now canceled claims 1-8 under 35 U.S.C. § 103(a) as being unpatentable over a Microsoft PowerPoint presentation dated March 10, 1999, and titled "Selling an Idea for a Product" ("PPP") in view of Moseley et al., "Mastering Microsoft Office 97: Professional Edition," Second Edition, 1997, pp. 711-723 ("Moseley").

Applicants' techniques are directed to using presentation templates to automatically generate presentations directed toward presentation targets. The presentation templates include information bookmarks, which are mapped to items of data regarding a presentation target. When a presentation is generated from a presentation target, the information bookmarks in the template are automatically replaced by their respective items of data.

All of Applicants' pending claims include the common feature of generating a slide presentation by automatically replacing the information bookmark in a presentation definition template with its mapped item of data. In rejecting the now canceled claims 1-8, the Examiner indicated that the text in the "Meeting the Needs" and "Cost Analysis" slides (PPP, page 4 and 5) and the bullet and graphics in the presentation of PPP correspond to the provision where collected information relating to a particular presentation target is substituted for the information place holders in the slide descriptions of the selected one of the presentation definition templates.

PPP is a printed copy of a finished or created PowerPoint presentation. Page 9 of the PPP makes reference to the title of the presentation being a template, and shows the first page of the presentation in a preview window. Otherwise, PPP fails to show

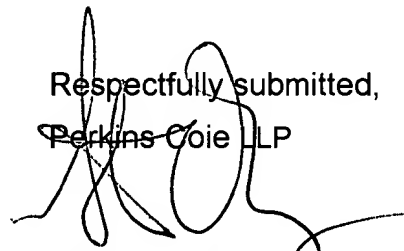
how the presentation was created. It is generally known that PowerPoint provides templates that already contain slides (Moseley, p. 712), so the presentation of PPP may very well have been created from a template. According to Moseley, "PowerPoint offers you pre-designed presentations you can simply use with your own data" (p. 712), and "now all you have to do is enter your own data." (p. 713). Thus, a user using a PowerPoint template to create a presentation enters his or her own data into the template. From Moseley, we can infer that a user created the presentation of PPP by manually entering the data into the template. This is in contrast to Applicants' feature of automatically replacing the information bookmark in a presentation definition template with its mapped item of data. Stated another way, in Applicants' technique, a user creating the presentation does NOT replace the information bookmark with the data, rather, the information bookmark is automatically replaced with the data, without any action on the part of the user. Accordingly, the cited references fail to disclose, suggest or teach the feature of automatically replacing the information bookmark in a presentation definition template with its mapped item of data.

Conclusion

In view of the foregoing, Applicants respectfully submit that now pending claims 9-22 are allowable and ask that this application be passed to allowance. If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-8000.

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